

FIG. 1

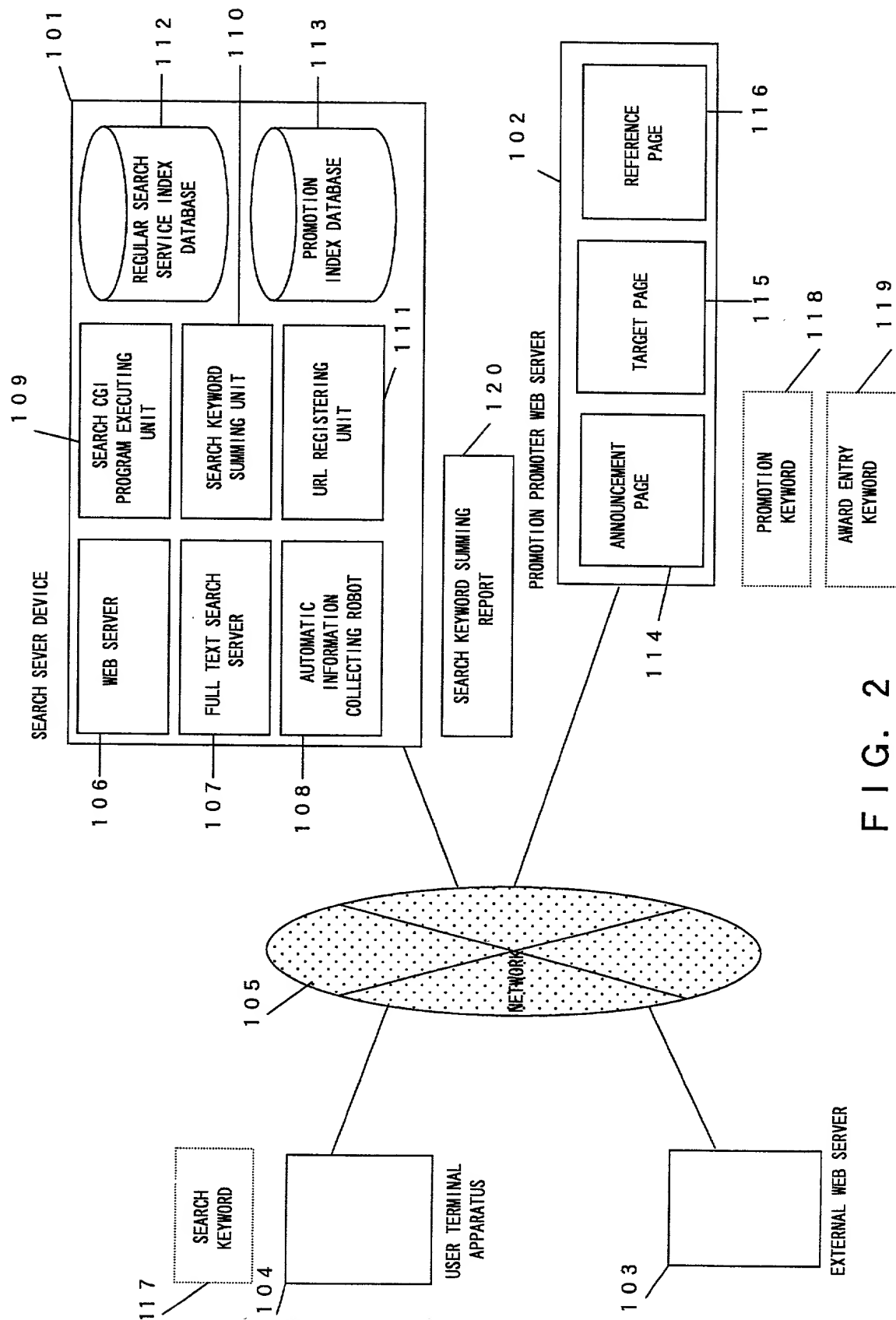


FIG. 2

# Search For Me!

WE ARE WAITING SOMEWHERE IN UNIVERSE OF INTERNET. SEARCH FOR ME USING THIS SEARCH ENGINE AND GET NICE AWARD !

1 2 1  
SEARCH KEYWORD  
INPUT FIELD

1 2 2  
SEARCH BUTTON

SEARCH

## HOW TO PLAY

LOOK AT LEFT POSTER AND IMAGINE EXCELLENT FLAVOR OF "RAW CHOCOLATE PROFESSIONALLY MADE BY CHEF". INPUT KEYWORD OF EXCELLENT FLAVOR IN SEARCH KEYWORD INPUT FIELD AND LOOK FOR AWARD ENTRY PAGE IN THE SAME MANNER AS REGULAR SEARCH ENGINE.

RAW CHOCOLATE  
PROFESSIONALLY MADE BY CHEF

MADE WITH STRONG REQUESTS FOR RAW CHOCOLATE.  
MUCH RAW CREAM !  
MILDER !

MORE TASTY !

YOUR VOICES LET ME PROFESSIONALLY MAKE RAW CHOCOLATE.

WITH RAW CREAM LUXURIOUSLY USED, SPECIAL RAW SENSE.

THAT'S PROFESSIONALLY MADE RAW CHOCOLATE.



AWARD ENTRY KEYWORD : kkjuhhp

119 AWARD ENTRY KEYWORD

FIG. 3

# Congratulations!

YOU COULD SUCCESSFULLY FIND THE PAGE IN THE UNIVERSE OF THE INTERNET.  
FILL IN THIS FORM AND GET NICE AWARD.

RAW CHOCOLATE  
PROFESSIONALLY MADE BY CHEF

1 2 3

AWARD ENTRY FORM

NAME :

ADDRESS :

TELEPHONE :

E-Mail :

AWARD ENTRY KEYWORD :

SEND

1 2 4

AWARD ENTRY KEYWORD INPUT FIELD

FIG. 4

**RAW CHOCOLATE PROFESSIONALLY MADE BY CHEF**  
**ANNOUNCEMENT OF RESULTS**  
**OF SAMPLING**  
**QUESTIONNAIRE!!**

■ **DESIGN OF PACKAGE?**

VERY GOOD 30%, GOOD 18%, NORMAL 26%,  
BAD 14%, NOT ABOVE 12%

■ **TASTE OF RAW CHOCOLATE?**

TASTEFUL 48%, NORMAL 26%, BAD TASTE 16%,  
NOT ABOVE 10%

■ **PRICE?**

MODERATE 50%, EXPENSIVE 30%, INEXPENSIVE 10%,  
NOT ABOVE 10%

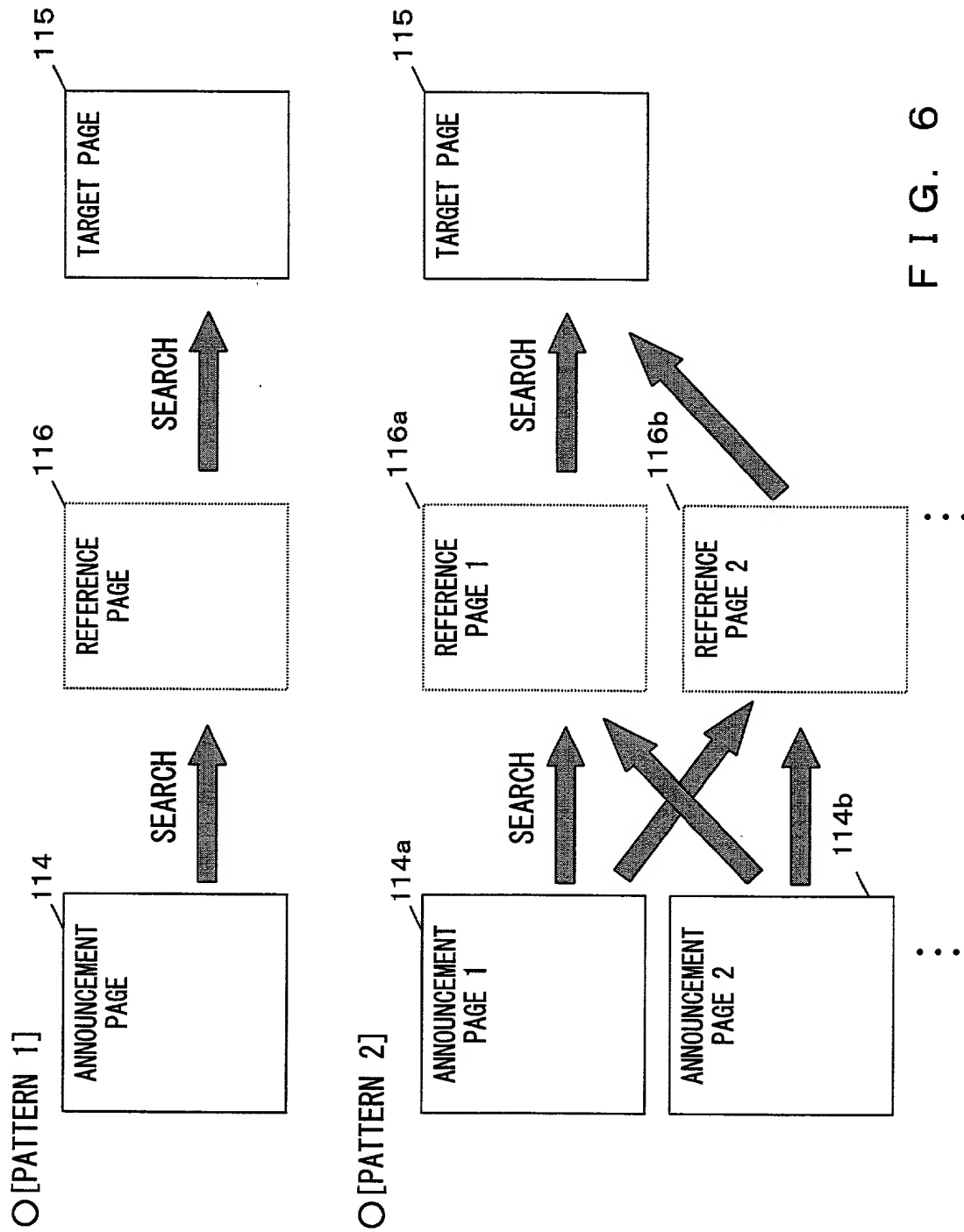


FIG. 6

# INDEX DATABASE (FOR REGULAR SEARCH SERVICE AND PROMOTION)

INDEX TABLE 1 3 1 ANSWER TABLE 1 3 2

SEARCH KEYWORD	INDEX NUMBER									
RAW CHOCOLATE	1	2	5	8	10					
CHEF	3	4	6	7	9					
PROFESSIONAL	2	3	5	8	11					
RAW CREAM	1	3	4	5	8					
RAW SENSE	1	2	6	9	12					

...

No.	TITLE
	URL
	SUMMARY
1	RAW CHOCOLATE PROFESSIONALLY MADE BY CHEF <a href="http://www.choko.co.jp/nana/">http://www.choko.co.jp/nana/</a> MADE WITH STRONG REQUESTS FOR RAW CHOCOLATE. MUCH RAW CREAM! Milder!
2	ANNOUNCEMENT OF NEW PRODUCT <a href="http://www.choko.co.jp/new/">http://www.choko.co.jp/new/</a> ANNOUNCEMENT OF NEW PRODUCT. IN THIS SPRING, RAW CHOCOLATE PROFESSIONALLY MADE BY CHEF. NEW PRODUCT. MADE WITH STRONG REQUESTS FOR RAW CHOCOLATE.

FIG. 7

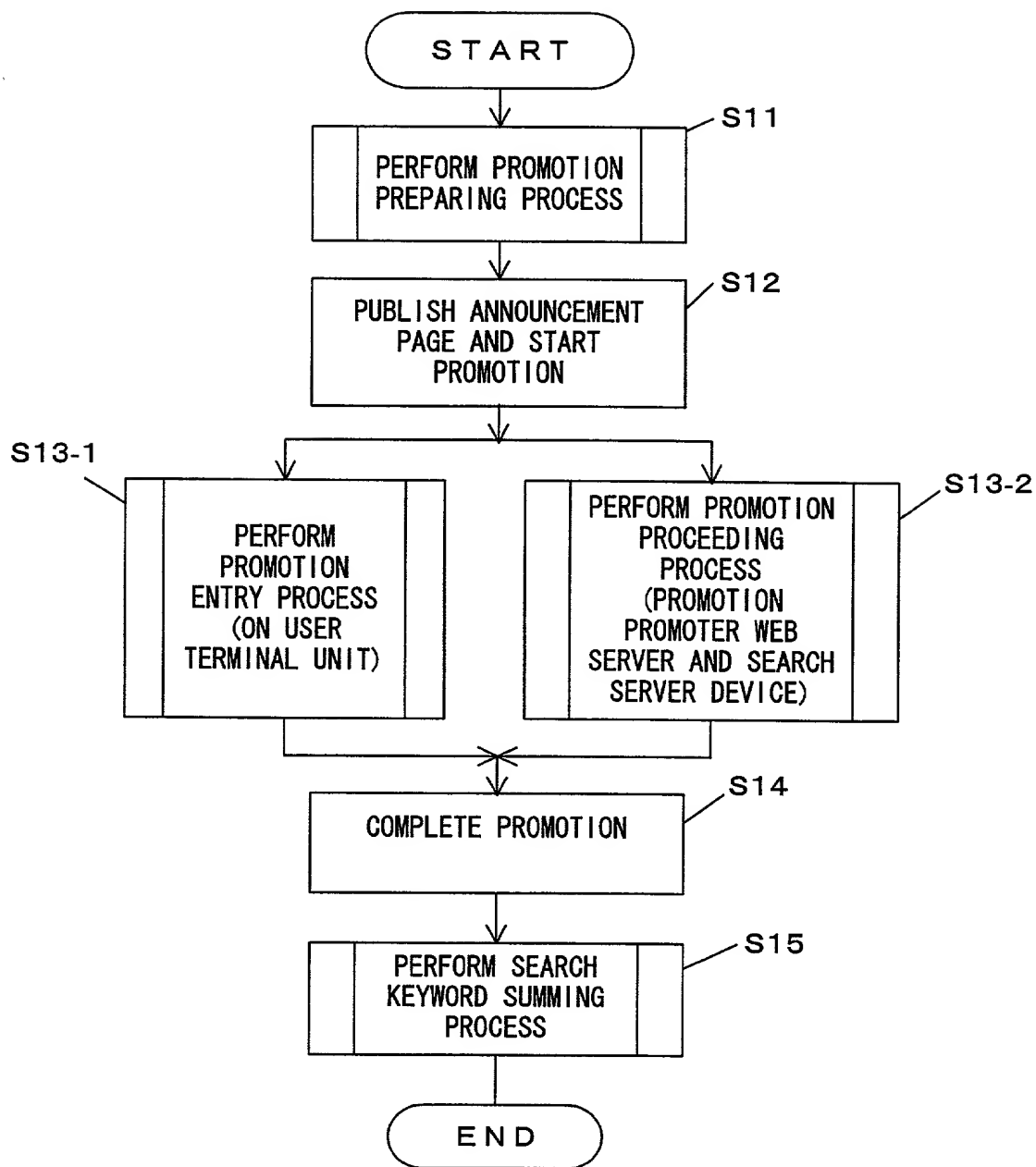


FIG. 8



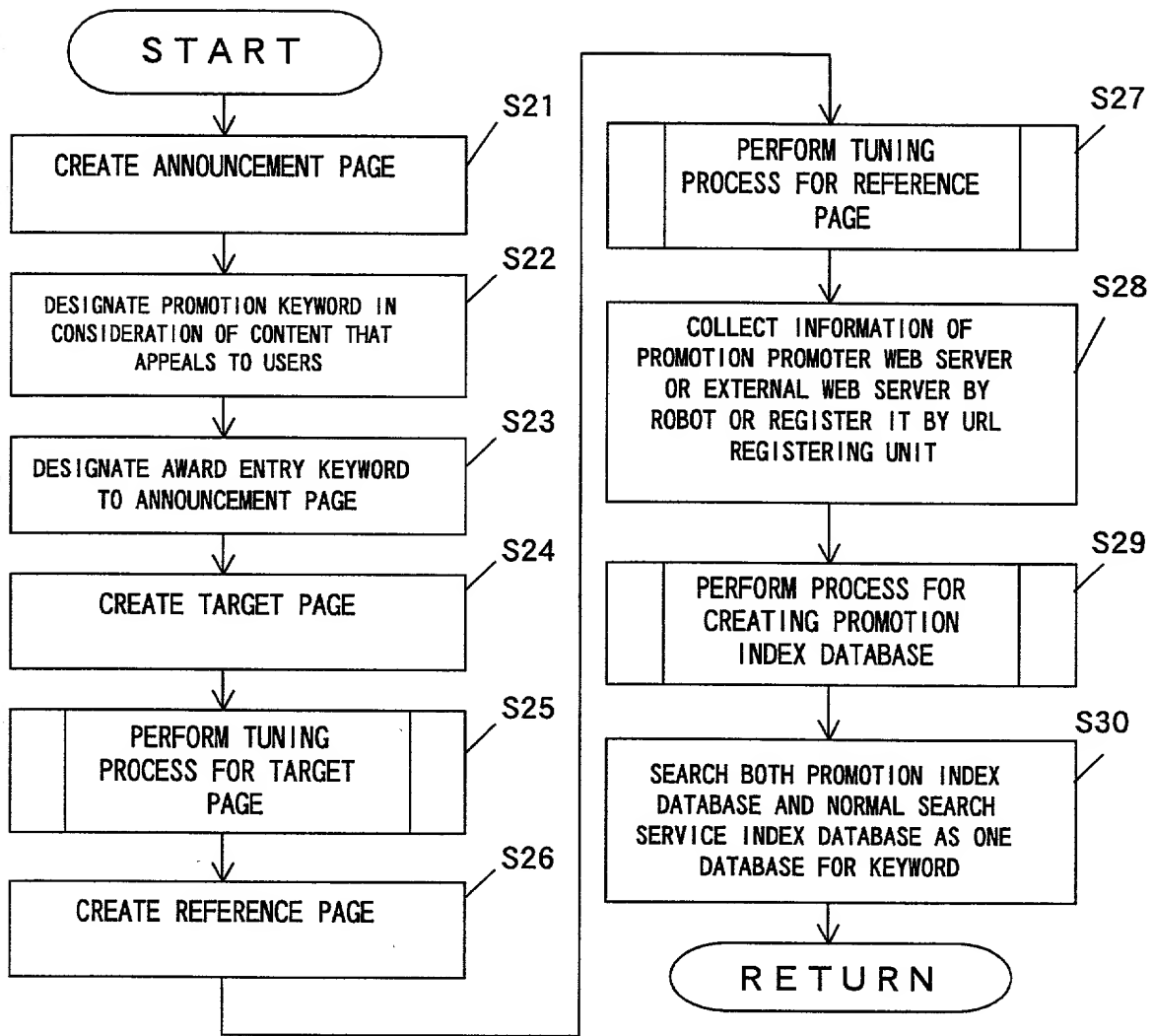


FIG. 9

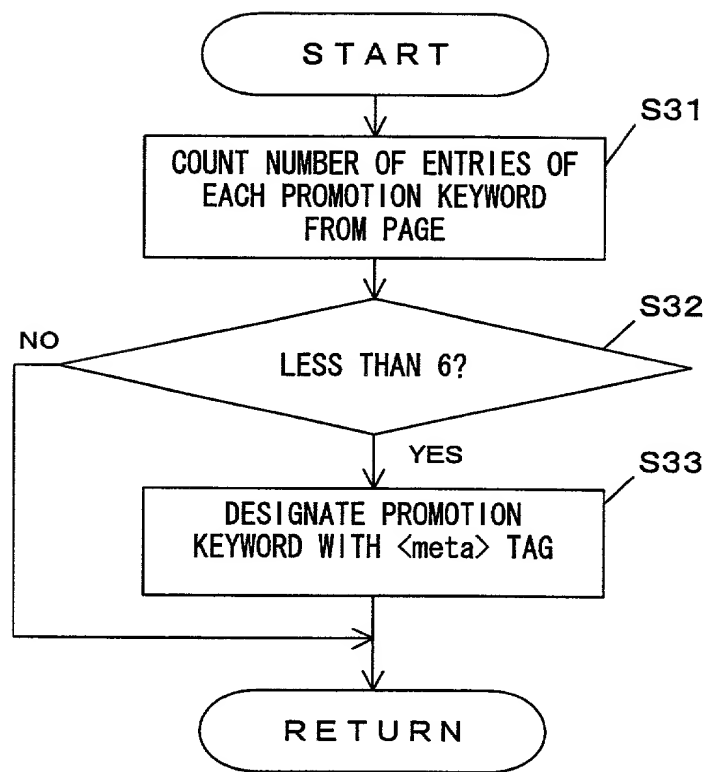


FIG. 10

## (A) BEFORE TUNING PROCESS

```
<html>
<head><title>Congratulations!</title>
</head>
<body bgcolor=#ffcccc>
<center>
<h1>Congratulations!</h1>
<h3>YOU COULD SUCCESSFULLY FIND THE PAGE IN THE UNIVERSE
OF THE INTERNET!</h3>
<h3>FILL IN THIS FORM AND GET NICE AWARD. </h3>
<img src=img1.gif>
<table border=2><tr><td>
<form method=get
action=http://para.cab.infoweb.ne.jp/cgi-bin/oubo.cgi>
NAME<input type=text size=50><br>
ADDRESS<input type=text size=50><br>
TELEPHONE<input type=text size=50><br>
E-mail<input type=text size=50><br>
AWARD ENTRY KEYWORD<input type=text size=50><br>
<input type=submit value=SEND>
</form>
</td></tr></table>
</center>
</body>
</html>
```



## (B) AFTER TUNING PROCESS

```
<html>
<head><title>Congratulations!</title>
<meta name=keywords content=RAW CHOCOLATE, RAW
CHOCOLATE, RAW CHOCOLATE, RAW CHOCOLATE, RAW CHOCOLATE,
RAW CHOCOLATE, RAW CHOCOLATE, RAW CHOCOLATE, RAW
CHOCOLATE, RAW CHOCOLATE>
</head>
<body bgcolor=#ffcccc>
<center>
<h1>Congratulations!</h1>
<h3>YOU COULD SUCCESSFULLY FIND THE PAGE IN THE UNIVERSE
OF THE INTERNET!</h3>
<h3>FILL IN THIS FORM AND GET NICE AWARD.</h3>
<img src=img1.gif>
<table border=2><tr><td>
<form method=get
action=http://para.cab.infoweb.ne.jp/cgi-bin/oubo.cgi>
NAME<input type=text size=50><br>
ADDRESS<input type=text size=50><br>
TELEPHONE<input type=text size=50><br>
E-mail<input type=text size=50><br>
AWARD ENTRY KEYWORD<input type=text size=50><br>
<input type=submit value=SEND>
</form>
</td></tr></table>
</center>
</body>
</html>
```

FIG. 11

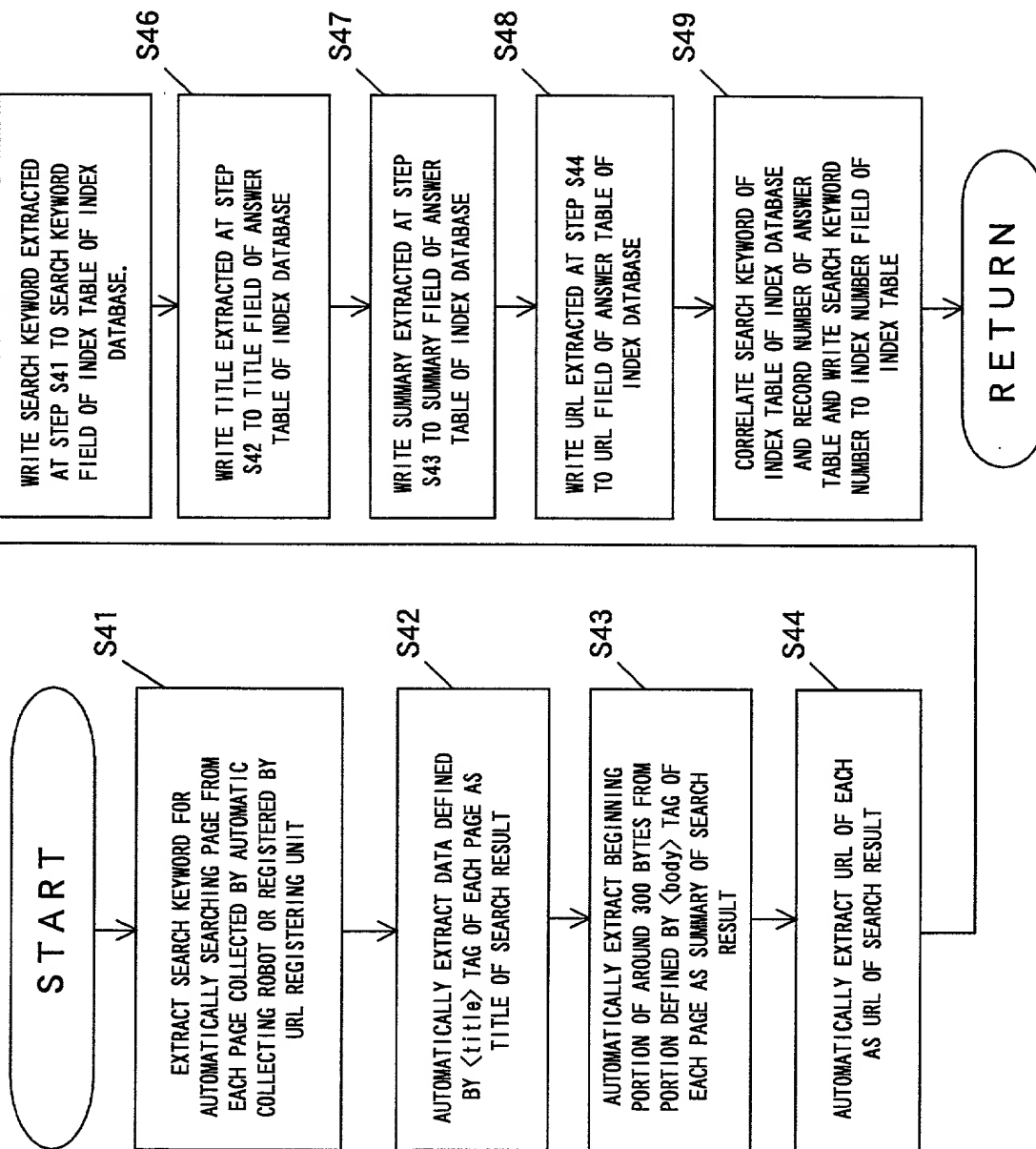


FIG. 12

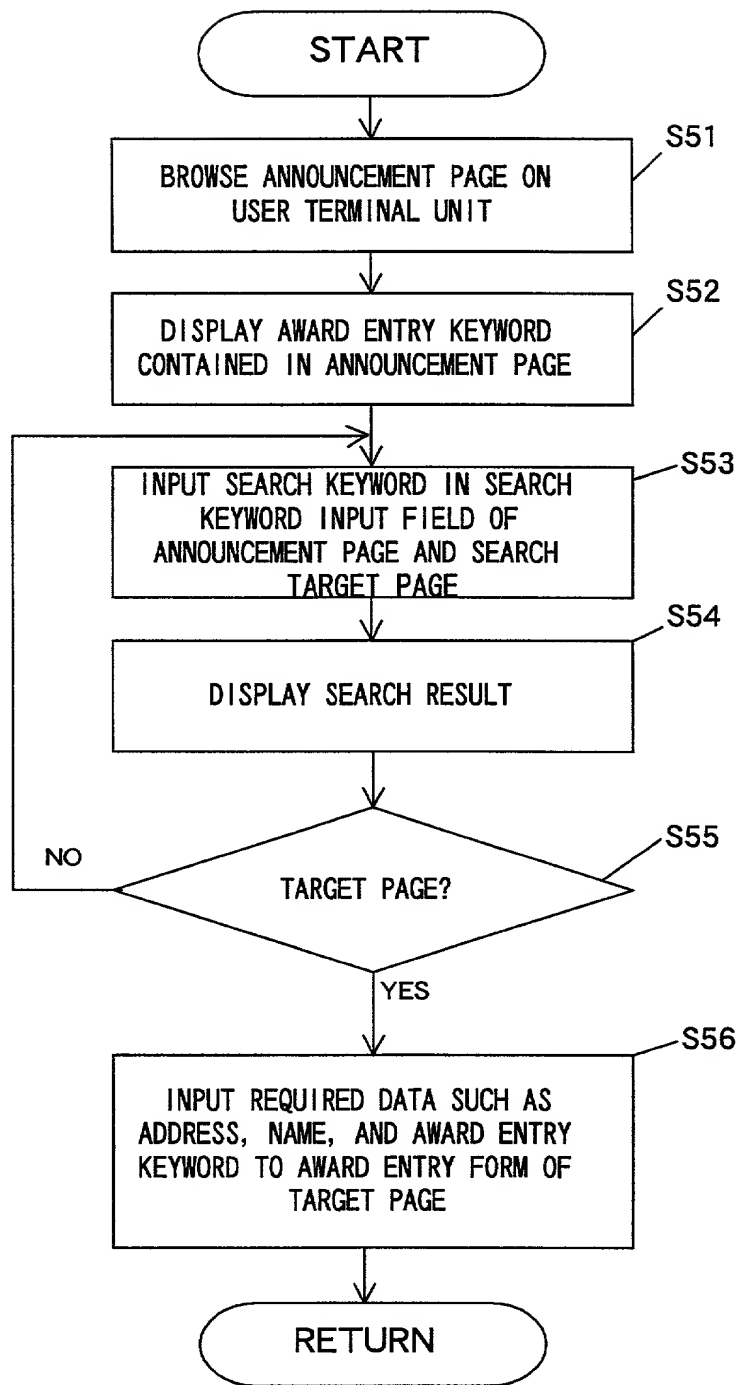


FIG. 13

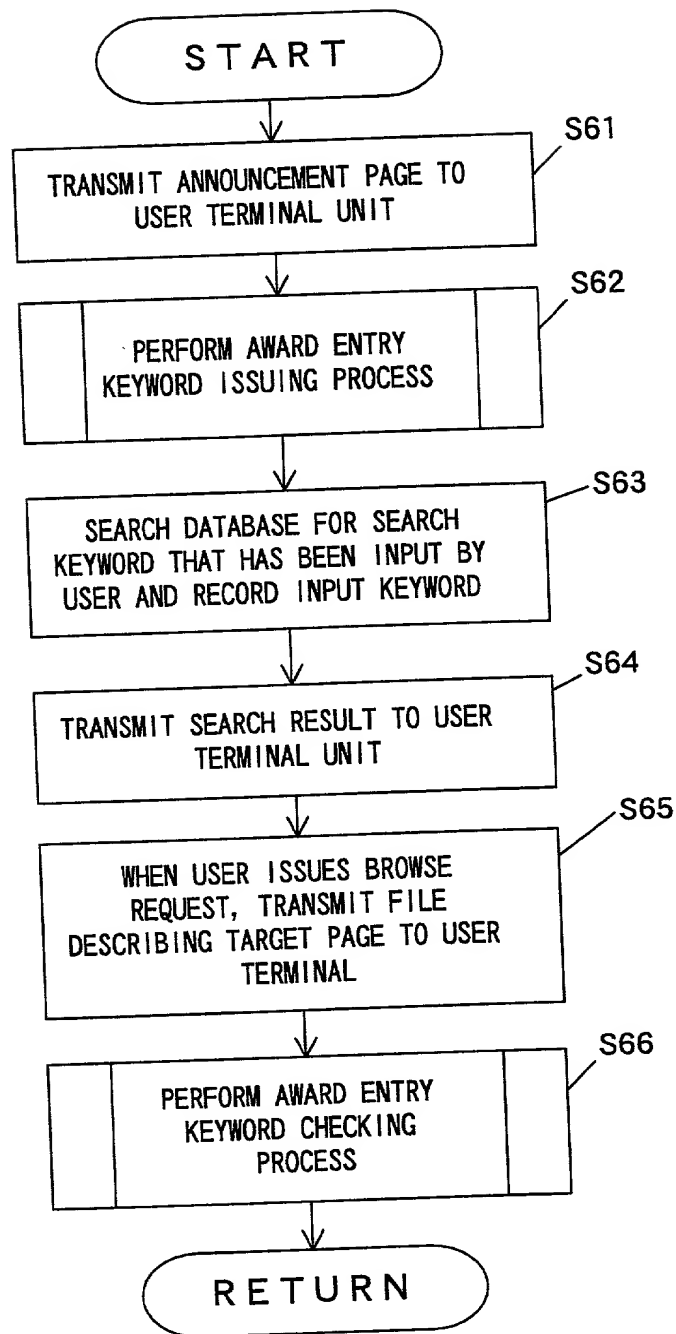


FIG. 14

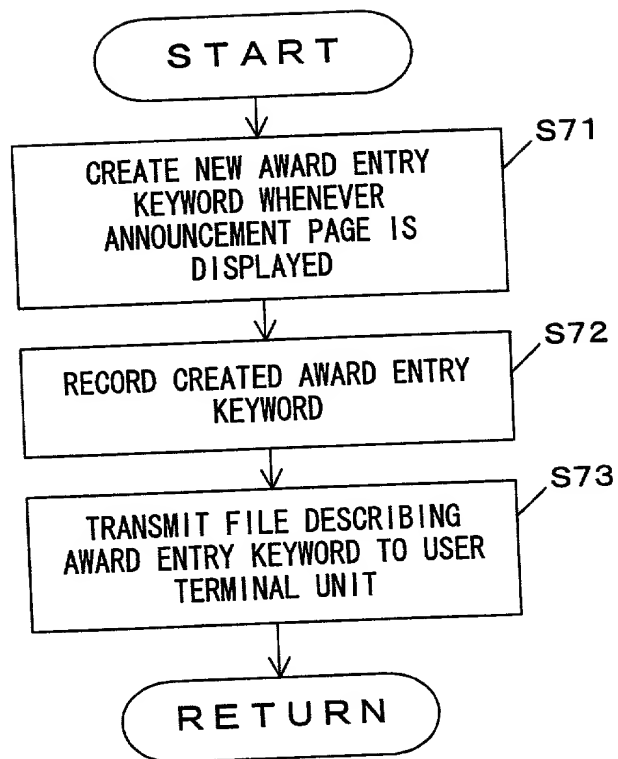


FIG. 15

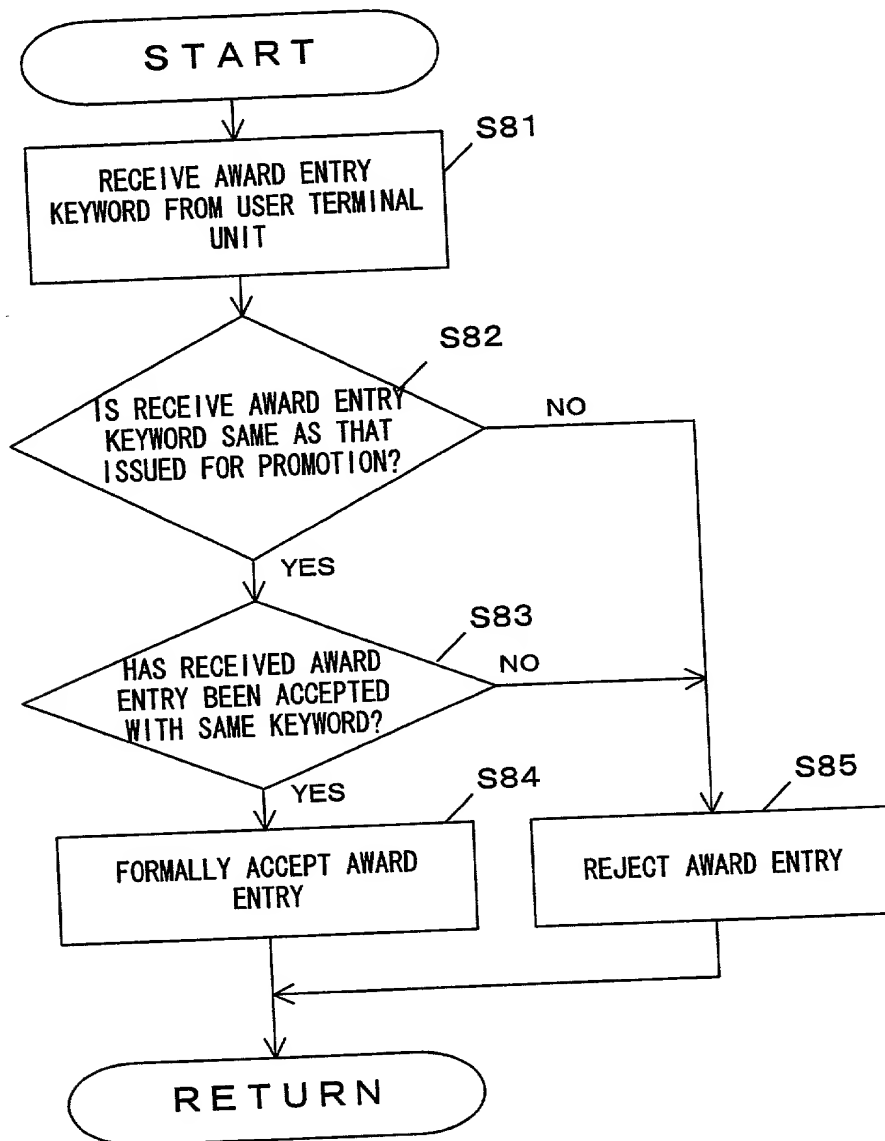


FIG. 16



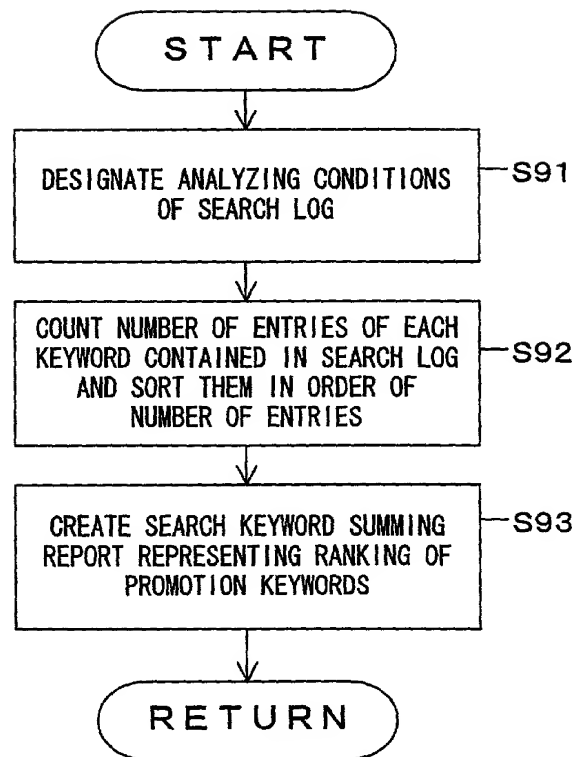


FIG. 17

SUBMITTED TO: OX COMPANY

120

SEARCH KEYWORD SUMMING REPORT FOR  
PROMOTION ON "RAW CHOCOLATE  
PROFESSIONALLY MADE BY CHEF"

PROMOTION PERIOD : MARCH 1, 2000 THROUGH MARCH 14, 2000  
PROMOTION KEYWORD : RAW CHOCOLATE

©SEARCH KEYWORD RANKING

FIRST RANK: RAW CHOCOLATE: 567 ENTRIES

SECOND RANK: PROFESSIONALLY: 428 ENTRIES

THIRD RANK: CHEF: 267 ENTRIES

FOURTH RANK: RAW CREAM : 89 ENTRIES

FIFTH RANK: LUXURIOUSLY: 25 ENTRIES

1376 ENTRIES IN TOTAL

FIG. 18

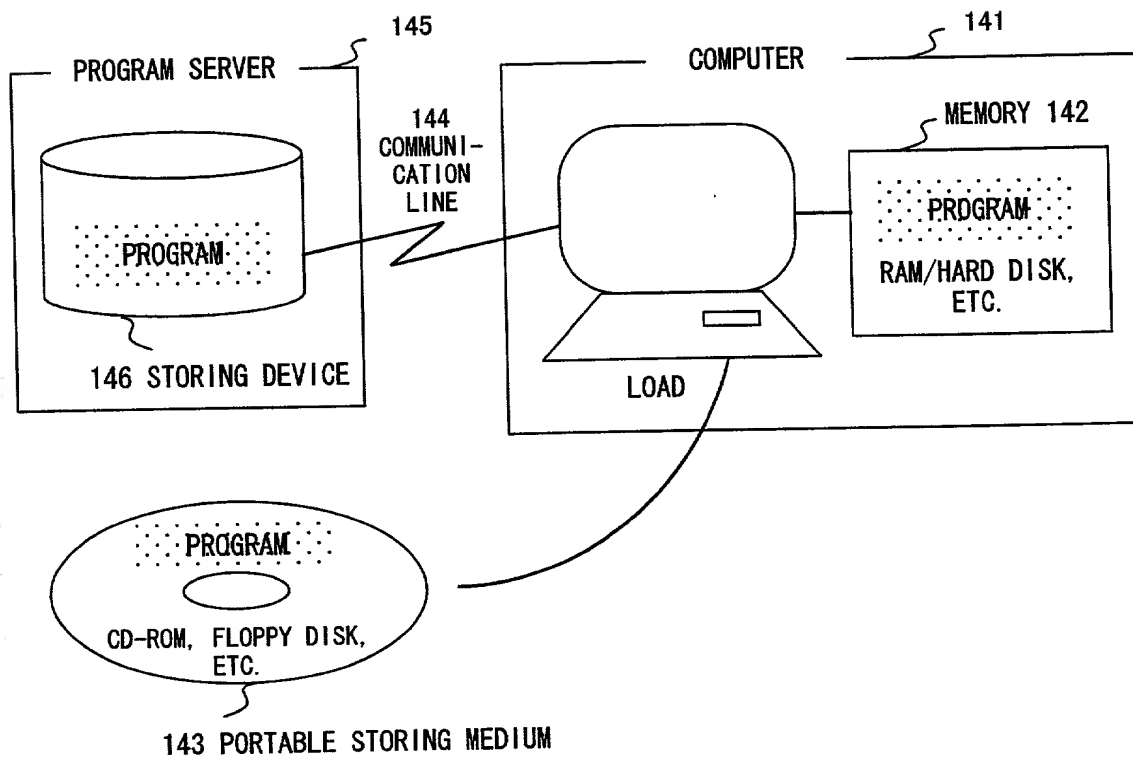


FIG. 19